

What is claimed is:

1. A portable electronic apparatus comprising:  
manipulation means for selecting any segment of a plurality of segments; and

display brightness control means for controlling the display means such that a display brightness of a segment selected by the manipulation means becomes higher than that of another segment.

2. A portable electronic apparatus according to claim 1, further comprising:

time counting means for counting an elapsing time, and

wherein the display brightness control means in response to manipulation of the manipulation means, controls the display means to increase a brightness of the segment to a predetermined value; and when the time counting means has counted a predetermined time, controls the display means to decrease the brightness of the segment to a predetermined value.

3. A portable electronic apparatus according to claim 1, wherein the display brightness control means controls the display means to cause the segment selected by the manipulation means to blink for display; and over the elapse of the time counted by the time counting means, controls the display means to decrease a lit time ratio for the segment.

4. A portable electronic apparatus according to claim 1, further comprising:

segment selection control means for selectively supplying a first segment having a predetermined size and a second segment having a predetermined size smaller than the first segment and controls the display means to display the segment having the selected size on the display means, and

wherein the segment selection control means: controls the display means to display the segment selected by the manipulation means as the first segment; and controls the display means to display a segment not selected by the manipulation means as the second segment.

5. A portable electronic apparatus according to claim 1, wherein the display brightness control means in response to the manipulation of the manipulation means, controls the display means to display an indicator for indicating a lit allowable time; and over the elapse of the time counted by the time counting means, controls the display means to decrease the lit allowable time indicated by the indicator.

6. A portable electronic apparatus according to claim 2, wherein the display means displays the time counted by the time counting means in the segment; and the display brightness control means in response to the manipulation of the manipulation means, controls the display means to increase the brightness of the segment to a predetermined value; and when the time counting means has counted a predetermined time, controls the display means to decrease the brightness of the segment to a predetermined value.

7. A portable electronic apparatus according to claim 1, wherein the display means is structured by a self-luminous type display device.

8. A portable electronic apparatus comprising:  
a manipulation circuit to select any segment of a plurality of segments; and

a display brightness controller to control a display such that a display brightness of a segment selected by the manipulation circuit becomes higher than that of another segment.